

What is claimed is:

1. A method for managing, with a server computer, ordering and reserving of printed products/services using a paper medium directed to many and unspecified consumers, such as pamphlets/catalogues/leaflets printed with advertising information regarding such as products/services and attached with a unique code, the method including:

a code-receiving procedure for receiving, from a reader terminal which performed reading of the unique code attached to said paper medium or an input terminal which received the input of the unique code, the unique code of the paper medium;

a code-authentication procedure for authentication of the validity of the unique code, conducted by, regarding the unique code received from said reader terminal or input terminal, authentication in a data base storing the unique code corresponding to said paper medium, or by requesting authentication to an issuing-and-certification authority which is the origin of said unique code and obtaining the result of the authentication request;

an individual-specific-information-receiving procedure for receiving from said reader terminal or input terminal the requesting event, presented by a consumer through said reader terminal or said input terminal, of ordering and reserving by the consumer regarding the product/service printed on said paper medium, and individual-specific information which can specify the consumer;

a paper medium ticketing procedure, for corresponding in said data base, the consumer specified by the individual-specific information with the unique code authenticated by said code

authentication procedure, as well as recording receiving of an ordering-and-reserving demand by the consumer regarding the printed product/service of the paper medium attached with said unique code; and

5 a result-sending procedure for sending a result of the ticketing in said paper medium ticketing procedure to said reader terminal or input terminal.

2. A method as claimed in claim 1, characterized by including:

10 a settlement-information-receiving procedure for receiving, from said reader terminal or said input terminal, the settlement information originating from the consumer such as a card number and PIN number thereof of various cards owned by the consumer and having a settlement function, or an account number  
15 or a PIN number thereof of a settlement account;

20 a settlement-process procedure, in the server computer or a computer of a settlement organization which is connected with said server computer, for settlement processing of the price of said printed product/service ordered and reserved by the consumer, based on said received settlement information;

a ticket settling procedure, in said data base, for corresponding the consumer with said unique code and recording a completion event of said settling-process procedure; and

25 a settlement-result-sending procedure for sending the result in said ticket-settling procedure to said reader terminal or input terminal.

3. A method as claimed in claim 1 wherein said settlement information is included in said individual-specific information,  
30 and said settlement-information-receiving procedure is included

in said individual-specific-information-receiving procedure.

4. A method as claimed in claim 1 wherein said ticket-settling procedure is included in said paper medium ticketing procedure.

5. A method as claimed in claim 1 wherein appropriate printing letter and print data indicating that said paper medium ticketing procedure or said ticket-settling procedure is completed, is sent to said reader terminal or input terminal mounted on a printer or connected thereto or having a printer function, and instruction to print to said paper medium is performed.

6. An advertising-effect-analysis method wherein: a distribution information, including any of a distribution area, a distribution period, a distributed subject, a distributed number, and a content of the advertising information of said paper medium, is recorded in said data base while being related with a unique code mounted on the paper medium; an attribute of a consumer, determined from said individual specific information regarding the consumer performing the ordering and reserving of the printed product/service through said paper medium, is compared with said distribution information corresponding to the unique code used for ordering and reserving by the consumer; and an advertising effect regarding said paper medium is analyzed.

7. A system realized by one or more computers executing managing of ordering and reserving of products/services using a paper medium directed to many and unspecified consumers, such as pamphlets/catalogues/leaflets, printed with advertising information regarding such as said products/services and attached

with a unique code, the method including:

code-receiving means for receiving the unique code of the paper medium, from a reader terminal performing a reading operation of the unique code attached to said paper medium or an input terminal receiving the input of the unique code;

code-authentication means for authentication of the validity of the unique code, conducted by, regarding the unique code received from the reader terminal or the input terminal, authentication in a data base storing the unique code corresponding to said paper medium, or by requesting authentication to an issuing-and-certification authority which is the origin of said unique code and obtaining the result of the authentication request;

individual-specific-information-receiving means for receiving from said reader terminal or input terminal the requesting event, presented by a consumer through said reader terminal or said input terminal, of ordering and reserving by the consumer regarding the product/service printed on said paper medium, and individual-specific information which can specify the consumer;

paper medium ticketing means, for corresponding in said data base, the consumer specified through the individual-specific information with the unique code authenticated by said code-authentication procedure, as well as recording receiving of an ordering-and-reserving demand by the consumer regarding the printed product/service of the paper medium attached with said unique code; and

result-sending means for sending a result of the ticketing in said paper medium ticketing procedure to said reader terminal or input terminal.